INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1714 — Washington, D. C. — January 10, 1959

Meetings on Farm Labor

In preparation for the annual recruitment of farm labor the U. S. Department of Labor through its Farm Placement Service has announced the dates for a series of important meetings.

On January 14 and 15 the Mexican subcommittee of the Special Farm Labor Committee, the 48-man advisory committee, will meet at the Phillips Hotel in Kansas City, Mo., to consider recruitment costs and the revolving fund used in recruiting and placing Mexican nationals.

A month later, during the period February 9-11, a Domestic Labor Subcommittee composed of one employer representative from each of the Bureau of Employment Security regions, the Mexican Labor Subcommittee, and the full Special Farm Labor Committee will meet in Washington, D. C. The agenda for these meetings is being prepared and the selection of the new Domestic Labor Subcommittee is expected to be announced soon.

Finally, on February 23 and 24, the Farm Placement Service will hold its annual Farm Labor Conference. Los Angeles will be the location of this year's meeting of the Regional Directors and employer representatives.

In addition to reviewing recruitment costs and the revolving fund, the meeting in Kansas City next week will consider subcommittee organization (should the committee be enlarged to consider all foreign labor problems), the quality and costs of feeding Mexican nationals, the operation of the 90-10 wage formula and other wage problems, the publication of regulations, and points to be considered in the forthcoming negotiations with Mexico, possibly in March, on the international agreement.

The Labor Department will be represented at the meetings by Assistant Secretary Newell Brown; the Director of the Bureau of Employment Security, Robert C. Goodwin; Assistant Director Frank E. Johnson; the Chief of the Farm Placement Service, Don Larin; and staff members William C. Holley and Philip A. Kleinberger. Alfred G. Albert of the Labor Department's legal staff also will attend.

Multiple Packaging for Canned Foods To Be Subject Of Special Marketing Session at N.C.A. Convention

Multiple packaging and its effect on sales of canned foods will be the subject of a marketing symposium during the N.C.A. Convention at Chicago. The special session, which will feature panelists from canning, retailing, packaging and publishing circles, is scheduled for 10 a.m. to 12, Sunday, February 22, at The Conrad Hilton Hotel.

In canned foods marketing, the subject of multiple packaging is particularly timely, since N.C.A. has just completed a multi-pack study in its Philadelphia Project series, which will be released shortly, and several of the packaging journals have featured the subject in recent issues. Purpose of the special Convention session is to probe both the advantages and the difficulties for the industry of this selling device, from the point of view and experience of canners, retailers, and the packaging industry. There will be reports from the N.C.A. multi-pack study and others.

Factors that affect response to multiple packaging will be described by William Dempsey, market development manager, Container Corporation of America.

Findings of *Food Topics* in its recent study will be reviewed by Len Kanter, editor.

Canners' experiences in the use of such packaging will be cited by Edwin C. Kraus, president of Big Stone Canning Company, Ortonville, Minn., and member of the N.C.A. Consumer and Trade Relations Committee, advisory to the Philadelphia Project activity, and by James E. Glover, general manager, Coastal Foods Division of Consolidated Foods Corporation, Cambridge, Md.

A retailer's experience with multi-pack canned foods will be discussed by Val Bauman, vice president of National Tea Company, Chicago.

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, who directed the multi-pack research at Philadelphia, will be moderator for the session.

Somers Attends Coast Meetings

Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories, is currently on a trip to the West Coast. His itinerary began with attendance at the annual Fruit and Vegetable Sample Cuttings of the Canners League of California in San Francisco January 8-9. The N.C.A. Berkeley Laboratory furnishes technical assistance in connection with this annual event.

After a week in the San Francisco area, during which Dr. Somers will review laboratory activities with members and other research groups, he will attend the annual convention of the Northwest Canners and Freezers Association, January 19-21, in Portland, where he will appear on the program to describe the N.C.A. research program.

1958 Pack of Canned Green and Wax Beans

The 1958 pack of canned green beans totaled 25,349,493 actual cases compared with the 1957 pack of 24,037,962 cases, according to a report by the N.C.A. Division of Statistics.

The 1958 pack of canned wax beans is reported at 2,836,819 actual cases compared with the 1957 pack of 4,228,833 cases.

On the basis of standard cases of 24/303's, the total 1958 pack amounted to 32,234,635 cases compared with 31,920,000 cases in 1957.

The total supply of canned green and wax beans (pack plus July 1 carryover stocks) available for distribution during the current marketing season, 31.6 million cases, is 14 percent more than total shipments during the 1957-58 season. The 1957-58 shipments were 7 percent above shipments during the 1956-57 season.

The totals do not include the spring packs in the South and Middle Atlantic states which in 1958 amounted to about 2 million cases. An additional quantity of this magnitude can be expected to become available for dis-

tribution before the end of the current marketing year.

In general, the supply of green beans appears to be in relatively good balance with probable demand. The largest percentage changes from last year occur in the supply of wax beans, down 18 percent, and in the 13 percent increase in the supply of No. 10 green beans.

The supply of green beans is about 1.4 million cases above a year ago and 4.7 million cases more than last year's shipments. The supply of 8-ounce green beans is 17 percent more than last year's shipments, and the supply of 303's is 14 percent more. However, the supply of Fancy cut 8-ounce green beans is about 25 percent above last year's shipments. Supply of Extra Standard and Standard cut 303's is only slightly more than last year's total season shipments. The supply of No. 10 green beans exceeds last year's supply to the same date by 664,000 cases and is 24 percent more than the total 1957-58 shipments.

The supply of wax beans is 845,000 cases less than were available at the same time a year ago and only 5 percent more than last season's total shipments. The supply is smaller for each can size. Compared with shipments during the 1957-58 season, the supply of 8-ounce wax beans is about one-fifth greater, the supply of 303's is up only 7 percent, and the supply of 6/10's is about 2 percent more than last year's shipments.

If shipments during the 1958-59 season continue at the same rate or slightly higher than a year ago, there will be a shortage of wax beans by spring. Canners' shipments of wax beans during the 1957-58 season were about 17 percent greater than shipments during the 1956-57 season.

Canners' Supply of Canned Green and Wax Beans, by Can Size and Region

Can size and Region	Supply 1957-58	Supply 1958-59	Difference
	(thousands of actual cases)		
U. S. Total	31,075	31,592	+ 517
Green beans, total	26,339	27,701	+1,362
48/8 oz.	1,995	2,107	+ 112
24/303	18,415	18,994	+ 579
6/10	5,030	5,694	+ 664
Wax beans, total	4,736	3,891	− 845
48/8 oz.	620	539	− 81
24/303	3,382	2,754	− 628
6/10	670	557	− 113
Northeast, total	5,503	5,285	− 218
Green	3,049	3,447	+ 398
Wax	2,454	1,838	− 616
Mid-Atlantic, total	3,458	3,617	+ 159
Green	3,053	3,316	+ 263
Wax	405	301	− 104
Midwest, total	4,789	5,320	+ 531
Green	3,209	3,839	+ 630
Wax	1,580	1,481	− 99
West, total	12,090	12,076	− 14
Blue Lakes	11,292	11,187	− 105
Other green	502	618	+ 116
Wax	297	271	− 26
South, total	5,235	5,295	+ 60

1958 Pack of Canned Green and Wax Beans

State	1957 All Green	1957 Wax	1958 All Green	1958 Wax
	(actual cases)		(actual cases)	
Maine, Vt., and Mass.	181,989	467,270	166,652	191,542
New York	2,605,992	1,767,949	2,969,734	1,120,637
Maryland and Delaware	2,521,907	81,667	2,470,720	22,545
Pennsylvania	598,092	286,213	834,912	189,023
Michigan	643,758	265,729	780,379	282,770
Wisconsin	1,981,751	1,099,550	2,424,148	803,387
Kentucky and Tennessee	1,144,716	.....	1,147,738	.....
Ark., Mo., and Okla.	2,164,752	(b)	2,025,872	(b)
Florida	586,087	(b)	496,487	(b)
Texas	1,031,677	.....	1,161,836	.....
Colorado	390,576	101,540	490,222	122,573
Utah and Idaho	414,560	(a)	494,507	(a)
Washington	1,054,468	123,378	966,200	53,833
Oregon	5,995,475		6,107,287	
California	1,913,678	.....	1,877,739	.....
Other states	798,884	35,537	945,060	50,509
U. S. Total	24,037,962	4,228,833	25,359,493	2,836,819

(a) Included in other states. (b) Small amount included under green beans.

1958 Packs of Tomato Puree, Sauce, and Paste

Reports on the 1958 packs of canned tomato puree and canned tomato sauce have been issued by the N.C.A. Division of Statistics.

1958 Pack of Tomato Puree

State	1957	1958
	(actual cases)	
New York	22,330	(a)
Md., N. J., and Pa.	410,866	381,037
Ohio	76,116	80,148
Indiana	262,258	344,623
Michigan	77,696	93,443
Utah	214,521	42,685
California	2,316,664	2,305,388
Other states	75,898	149,348
U. S. Total	3,456,349	3,396,672

(a) Included in other states.

1958 Pack of Tomato Sauce

State	1957	1958
	(actual cases)	
California	6,028,739	10,373,492
Other states	834,368	605,322
U. S. Total	6,863,107	10,978,814

California Pack of Tomato Paste

The 1958 pack of tomato paste in California totaled 8,241,773 actual cases compared with the 1957 pack of 6,569,689 cases, according to a report by the Canners League of California which has been republished by the N.C.A.

Better Homes and Gardens

The January issue of *Better Homes and Gardens* magazine includes a wide variety of canned foods in a series of food articles on entertaining. Twenty-eight different canned foods are used.

"Your happy hostessing starts here!" begins the series. The introduction says, "Come with us for 11 pages of hospitality ideas. The first stop: these easy and informal spectaculars. Next: three articles where homespun favorites are the stars of the show—burgers, meat pies, and New England suppers. The finale: company snacks."

Canned foods included in the recipes are shrimp, condensed beef broth, condensed tomato soup, tomato juice, pineapple slices, anchovy fillets, tomato sauce, cranberry juice cocktail, pork and beans in tomato sauce, catsup, Welsh rarebit, lobster, sliced mushrooms, consomme, deviled ham, minced clams, whole water chestnuts, chili sauce, chicken broth, peas, and pimientos.

Journal of American Hospital Association

In the December 1 issue of the *Journal of American Hospital Association*, the food service and dietetics section of the magazine carried the article entitled "17 Salad and Hot-bread Suggestions for Christmas." The article was prepared for hospital food service.

The recipes and photographs featured in the article were contributed by a number of food companies and associations. The recipe and photograph "Poinsettia Salad," featuring canned sliced pineapple and pimientos, were contributed by the N.C.A. Consumer Service Division. Introducing the recipe, the author said, "Poinsettia Salad has special appeal during the holiday season. The Christmas colors are carried out with pimiento petals and salad greens; moreover, the poinsettia is a traditional Christmas flower."

Canned foods were also used by some of the other contributors. The article points out, "The canned pear, peach and fruit cocktail provide excellent bases for holiday salads." Explanation of how to make salads using the fruits and a photograph showing them was given. Other recipes and photographs showed "Sweet Sour Jellied Salad," using canned apple slices and apple juice, and "Ginger Pineapple Bread," using canned crushed pineapple.

The American Hospital Association in Chicago publishes the magazine.

Volume Feeding Management

"Canned, convenience foods ease menu planning and purchasing for 140,000 meals a year from six separate kitchens," says the subtitle of the article "Prepared specialty items spark budget menus" in the December issue of *Volume Feeding Management*, an institutional food service magazine.

"Do canned specialty foods have a place on a low-budget menu?" the article began, this question being directed to Mrs. Ethel E. LeFebvre, food service director of The Industrial Home for the Blind, Brooklyn, N. Y. She answered the question: "Absolutely, in fact, I doubt that we'd be able to maintain our quality standard within the budget without using canned specialty items."

Six kitchens, including day nurseries, adult clubhouses and a home for the aged, are under Mrs. LeFebvre's supervision. She pointed out that the facilities were large enough for only one chef, and therefore specialty dishes requiring long, tedious preparation were impractical. "'We feel an obligation to make mealtime a pleasure the blind anticipate eagerly, as exciting as possible,' she adds. 'That calls for both quality and variety.'" The article goes on to tell how this is achieved on a three-meal daily food budget of $1.00 to $1.11.

The magazine *Volume Feeding Management* goes to volume feeding specialists in restaurants, hotels, employee feeding facilities, hospitals, schools, colleges, clubs, caterers, and others in the institutional feeding field.

Restaurant Management

An article entitled "Ripe Olives: Valuable and Versatile" appears in the December issue of *Restaurant Management* magazine. Readers of the magazine are in all types of institutional food service operations.

Attractive black and white photographs that illustrate the article show ripe olives as a relish, used in three main dishes, and in a salad. The author says, "Restaurants look upon the ripe olive with favor because of its versatility and the elegance it imparts to other dishes, with so little additional cost.

"Restaurateurs know that garnishes sell food preparations. What a difference a glistening ripe olive or two makes in a salad or as a sandwich accompaniment! Cold plates, too, get the go-ahead when ripe olives put in their appearance."

Ladies' Home Journal

"Soup Triumphs," an article in the January issue of *Ladies' Home Journal*, includes a number of canned foods.

The introduction of the article says: "Make a meal on soup, with plenty of warm, crusty bread, a crisp salad and/or a glorious dessert!"

Canned foods used in the recipes are Crab and Shrimp Gumbo, tomatoes, consomme, okra; Curried Corn-and-Clam Chowder, condensed cream of mushroom soup, condensed cream of celery soup, minced clams; Lentil-and-Lamb Soup, tomatoes; and Peasant Soup, tomatoes. A dessert in the article, Apricot Fruit Aspic, uses canned apricots and pear halves.

British Token Import Plan

The British Token Import Plan has been extended through 1959 on the same basis as for 1958, it is announced by the Bureau of Foreign Commerce, U. S. Department of Commerce. As in 1958, eligible participants will be permitted to make shipments under the Plan during 1959 in an amount not exceeding 30 percent of the individual certified firm's average annual exports of specified commodities to the United Kingdom during the base years 1936, 1937, and 1938.

BFC said that certificates of eligibility and necessary forms are being mailed to all firms certified to participate in the 1959 Plan on the basis of their prewar exports.

Provision has been made to distribute the balance of quotas not issued during the first half of the year. Manufacturers who did not export to the U. K. during the prewar period, as well as certified firms, will be eligible to apply for a share of the quota balances. The amount of the quota balances and the procedure for their distribution will be announced by the BFC after June 30.

Steele Speaks on Law of Sea

George E. Steele, Jr., Director of the N.C.A. Fishery Products Division, addressed the Texas Shrimp Association meeting in Galveston January 9. He reviewed developments in the international efforts to codify the Law of the Sea pertaining to the breadth of the territorial sea and the extent of fishery jurisdiction by coastal nations.

Mr. Steele described the year ahead as the "most critical period that has ever faced the American fishing industry" in their efforts to obtain fishery limits which will permit the continuation of American high seas fishing, and he appealed for a united fishing industry approach to the problem.

California Fish Canners Assn.

N. F. Trutanic of Star-Kist Foods, Inc., Terminal Island, has been elected president of the California Fish Canners Association, Inc.

J. R. Barry, California Marine Curing & Packing Co., Terminal Island, was elected vice president, and Gilbert C. Van Camp, Jr., Van Camp Sea Food Co., Terminal Island, was elected secretary-treasurer. Charles R. Carry continues in office as executive director.

REPORTS ON ASSOCIATION ACTIVITIES

Northwest Research Laboratory

The Inspection Division of the N.C.A. Northwest Branch has completed the bulk of the original examinations covering the 1958 pack of approximately 3,500,000 cases of canned salmon as represented by 4,375 sets of samples. These examinations were carried out under the Better Salmon Control Program which has been in effect for more than two decades.

This program has involved the full-time efforts of the majority of the permanent staff of the Branch for the months from July through November. In addition to the permanent staff, 15 seasonal employees were hired as samplers and inspection assistants. Samplers were stationed at Ketchikan, Alaska; Semiahmoo, Bellingham, Anacortes, LaConner, and Seattle, Wash. Some sampling at Astoria, Ore., was also carried out from the Seattle office.

The work of the Laboratory Division of this Branch was primarily carried out in the fields of canned salmon standard studies, direct service to members, investigations of the color pigments of salmon, development of objective methods for determining decomposition in fishery products, and miscellaneous research.

This division's work on standards for canned salmon has been directed to paralleling the work of the Food and Drug Administration on these standards. The majority of the effort during 1958 has been toward the development of a method of determining if salmon oil has been added to canned salmon.

The project concerned with the color pigments in salmon has been directed toward methods of isolating the color pigments and the identification of these pigments to provide better insight into the nature of the characteristic color of salmon, with resulting application to the technology of canning salmon.

The laboratory project concerned with the development of an objective method for determining decomposition of fishery products has been progressing in two areas. The first of these is concerned with the substantiation of a method which can be used as a verification of the accuracy of proposed methods. At the present, the measure of total volatile acids by the A.O.A.C. method shows promise. The second field of interest in this project is the evaluation of existing rapid methods of determining decomposition with the view toward modification of one of these methods or the development of a new method for determining decomposition in raw fishery products. Work has been done during the past year with an ammonium vanadate method and with tetrazolium salts as rapid indicators of decomposition of fishery products.

Direct service to members is an important part of the work of this Branch. Check analyses for sodium in dietetic packs of salmon and tuna and quality evaluations of salmon oils for the addition to canned salmon were carried out. The laboratory also verified net weights and drained weights of canned clams, shrimp, crab and oysters and pressed weights of canned tuna for members. Control work was also done on the acidification of crab and shrimp packs.

The project on miscellaneous research carried out in this Branch was primarily concerned with two fields of work, efforts toward the elimination of the blue discoloration of canned Dungeness crab and investigations of the transfer of aromatic disinfectant odors from equipment and storage areas to salmon.

The work on the blue discoloration of canned Dungeness crab has been directed toward the elimination of this discoloration through modified precooking procedures rather than by means of additives. This work shows promise to date and will be continued.

The Laboratory Division has demonstrated that aromatic disinfectants such as the phenols and cresols are readily transferred from equipment used in the handling and storage of fresh salmon prior to canning if the equipment or storage areas are treated with these aromatic disinfectants. The work has also proved that this transfer imparts objectionable odors and flavors and that the transfer is in sufficient quantity to give positive qualitative and quantitative tests.

Poultry Used in Processing

Poultry used in canning and other processed foods during the first 11 months of 1958 totaled 238,881,000 pounds, 16 percent more than the 205,458,000 pounds used during the same period of 1957, according to a report by the Agricultural Marketing Service of USDA.

	Jan.–Nov. 1957	Jan.–Nov. 1958
	(*thousands of pounds*)	
Young chickens	20,699	34,929
Mature chickens	141,928	148,481
Turkeys	42,705	55,357
Other poultry	126	114
Total, Jan.–Nov.	205,458	238,881

Irradiated Foods Non-toxic

In a summary of feeding tests involving food sterilized by gamma rays, the U. S. Army has reported no evidence of toxic effects. Purpose of the study was not a test of the ability of irradiation to preserve food, but only of the possible hazards to health from the chemical changes in food induced by ionizing radiation.

Eighteen men were fed, for 15-day periods, food exposed to 3 million rep gamma rays and stored frozen until used. Four studies were conducted in which 35, 60, 80, and virtually 100 percent of the calories were supplied by items of irradiated food. The report is entitled *An Assessment of the Possible Effects to Human Beings of Short-Term Consumption of Food Sterilized by Gamma Rays*, by members of the staff of Fitzsimmons Army Hospital, and was published by the U. S. Department of Commerce (PB 131727, $1).

TABLE OF CONTENTS

	PAGE
Association Activities	
Report of the Northwest Branch Laboratory	8
Convention	
Multiple packaging for canned foods to be subject of special Marketing Session at N.C.A. Convention	5
Foreign Trade	
British Token Import Plan	7
Labor	
Meetings on farm labor	5
Personnel	
Somers attends coast meetings	5
Steele speaks on law of sea	7
California Fish Canners Assn.	7
Publicity	
Better Homes and Gardens	6
Journal of American Hospital Association	7
Volume Feeding Management	7
Restaurant Management	7
Ladies' Home Journal	7
Research	
Irradiated foods non-toxic	8
Statistics	
1958 pack of canned green and wax beans	5
1958 packs of tomato puree, sauce, and paste	6
Poultry used in processing	8